



## COUNCILMEMBER DONNA FRYE

CITY OF SAN DIEGO – SIXTH COUNCIL DISTRICT

### Press Release

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For Immediate Release  
April 20, 2006

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### **FRYE & WESTFIELD KICKOFF RIVERFEST 2006**

*Announce chance to win \$2,500 in Westfield Shopping Centers gift cards*

**San Diego, CA-** Today City Councilmember Donna Frye and Westfield Shopping Centers kicked off San Diego RiverFest 2006 at the Mission Valley Library.

Councilmember Donna Frye said, "RiverFest 2006 is an opportunity to celebrate the creation of the San Diego River Park. To kickoff the RiverFest celebration, we are here today to unveil the RiverFest *Explore the River Contest*."

"Westfield is honored to participate in RiverFest this year alongside Councilmember Donna Frye," said Rick Froese, Vice President Development for Westfield Corporation. "The San Diego River is a local treasure that deserves special attention so that it can be enjoyed by future generations."

San Diego RiverFest culminates on May 20, San Diego River Day. RiverFest activities, located at the Mission Valley Library, will include live music, Native American storytelling, hula dancing, inflatable world and lots of chances to win a variety of prizes.

The *Explore the River Contest* challenges participants of all ages to find seven photographed locations along the San Diego River. The photographs are available on a flyer at the Mission Valley Library. All seven locations are along the river between the Pacific Ocean and the Mission Valley Library. Winners will receive Westfield gift cards on Saturday, May 20, at 12pm at the Mission Valley Library Garden.

Westfield Shopping Centers has been an enthusiastic supporter of the Mission Valley community and the San Diego River. Frye is the Councilmember for the Sixth Council District of the City of San Diego, which includes the communities of Clairemont, Kearny Mesa, Linda Vista, Mission Bay, Mission Valley and Serra Mesa. She has served on the City Council representing District Six since June 2001. She is currently the chair of the City Council's Natural Resources and Culture committee and chair of the San Diego River Conservancy.

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## **RIVER DAY**

- **SAN DIEGO RIVER DAY IS AN ALL DAY EVENT SATURDAY, MAY 20<sup>TH</sup> FROM THE MOUNTAINS TO THE OCEAN ALONG THE 52-MILE SAN DIEGO RIVER.**
- **20 EVENTS – 1 RIVER. RIVER DAY ACTIVITIES INCLUDE BIKE RIDES, CLEANUPS, MOUNTAIN HIKE NATURE AND HISTORY WALKS.**
- **A GREAT WAY TO SEE THE SAN DIEGO RIVER IS FROM THE SAN DIEGO TROLLEY.**
- **YOU CAN TAKE THE TROLLEY FROM THE MISSION VALLEY LIBRARY AND HOP ON AND OFF AS OFTEN AS YOU LIKE TO ENJOY A WALK OR RUN ALONG THE RIVER OR SHOP, EAT, READ, GOLF OR GO TO A MOVIE.**
- **KIDS 5 AND UNDER CAN RIDE THE TROLLEY FOR FREE. TWO CHILDREN 12 AND UNDER RIDE FREE WITH A FARE PAYING ADULT SATURDAY. ADULT ALL DAY TROLLEY PASSES ARE \$5, SENIORS (60+) \$2.**

## **RIVERFEST**

**SATURDAY, MAY 20**

**MISSION VALLEY LIBRARY GARDEN**

**11 A.M. – 2 P.M.**

- **EXPLORE SAN DIEGO'S OWN SECRET GARDEN BETWEEN IKEA AND THE MISSION VALLEY LIBRARY.**
- **THE MISSION VALLEY LIBRARY RECEIVED THE 2005 HONOR AWARD FROM THE AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS-SAN DIEGO CHAPTER .**
- **RIVERFEST LIBRARY EVENTS FROM 11 A.M. TO 2 P.M. ON SATURDAY, MAY 20<sup>TH</sup> INCLUDE LIVE MUSIC, NATIVE AMERICAN STORYTELLING, HULA DANCING, INFLATABLE WORLD, AND LOTS OF PRIZES.**
- **WALKABOUT INTERNATIONAL WILL BE LEADING TWO HIKE THAT WILL LEAVE FROM THE LIBRARY AT 10 A.M. AND 1 P.M. (1 HOUR, MODERATE PACE, WITH A LEADER AND A CABOOSE)**
- **CHILDREN'S COLORING CONTEST PRIZES WILL BE AWARDED.**



# Mission Valley Library River Fest

Saturday

May 20, 2006

11:00 a.m. - 2:00 p.m.

Mission Valley Library Garden  
2123 Fenton Parkway

Explore San Diego's Own Secret Garden

Join the Friends of the Mission Valley Library for a  
celebration of San Diego River Day

Live Music & Kids' Activities Provided!

Take the trolley from Fenton Parkway to Rio Vista, Mission Valley or Hazard Center & enjoy a walk along the river!

#### Trolley Rides

Kids 5 and under **FREE!**

Two children 12 and under ride **FREE** with a fare paying adult

Adult all day **UNLIMITED** rides for \$ 5.

Seniors (60 +) / Disabled Fare \$ 2.

Hop on and off as often as you like. This is a great way to **SEE THE RIVER.**

For more information call (619) 236 - 7053 or visit [www.sandiegoriver.org](http://www.sandiegoriver.org)



1. \_\_\_\_\_

# RiverFest

## Contest



Explore the San Diego River through Mission Valley.  
Find these spots along the river.



2. \_\_\_\_\_



3. \_\_\_\_\_



4. \_\_\_\_\_



5. \_\_\_\_\_



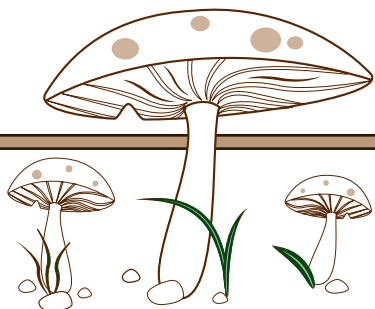
6. \_\_\_\_\_



7. \_\_\_\_\_

## Prizes !!!

Mail your answers before May 20th to  
Councilmember Donna Frye  
202 C St. San Diego 92101  
Include Name, Address, Phone #  
or email [donnafrye@sandiego.gov](mailto:donnafrye@sandiego.gov)



Locations will be revealed at RiverFest  
Saturday May 20th Noon  
Mission Valley Library Garden